DESIGN STUDIO I

GRADO EN DISEÑO

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Academic year: 19-20
Degree course: SECOND
Semester: 1º
Category: BASIC
Number of credits: 9.0
Language: English

PREREQUISITES

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SUBJECT DESCRIPTION

The ‘Design Studio I’ subject aims to put into practice in the shape of workshop-classes all the knowledge acquired by the students in the previous course, through the realization of a complete project of visual design.

The main objective of the subject is for the students to face for the first time the needs of a design project, going through the different phases of it. From reading the briefing, to the documentation and presentation of the results and solutions, going through the phases of analysis, conceptualization, research, definition of the idea and design of all the necessary touchpoints.

Branding being the most complete discipline within Visual Design, it will be through a brand creation project that students will acquire and put into practice technical knowledge and tools of Design such as composition and rhythm, grids, basic and complex shapes, the choice and use of typography, photography and illustration, the psychology of color and even the preparation of the master artworks for printing, clients or developers.

All this, without forgetting the key importance that the strategic and conceptual part has as a basis and foundation of all visual development.
OBJECTIVES AND SKILLS
Put into practice and complete the knowledge acquired in the previous course.
Understand the needs and the different phases of a generic Design project.
Understand what the discipline of Branding is, as well as the particularities (phases, tool exercises,...) of a complete brand creation project, from the analysis and definition of strategy to visual solutions.
Know and participate actively in ideation and conceptualization workshops for a later development of visual solutions.
Acquire technical knowledge and deepen concepts and qualities of Visual Design, such as color theory, typography, basic shapes, photographs and illustrations, animation, etc ... as well as the tools to combine them optimally: rules of compositions, grids, etc...
Put into practice and improve public presentation skills, optimizing the capabilities of synthesis and hierarchy of ideas.
Put in practice how to document and monitor the different phases of the project, with the aim of forming a final document that serves as a summary for consultation and exposure of what has been worked on. Encourage debate, discussion and contrast of ideas through group work, placing special emphasis on the development of the specific qualities of each individual.
METHODOLOGY

The course runs through all the different stages of a design project, in this case a Branding project: Discover, Define, Design, Develop and Documentation, from the reading of the briefing by the professor, to the final presentation.

Throughout the four months students will learn about each of the stages of the project and will have to solve the different tasks included in them, prior lecture of the teacher with the theoretical contents to perform the practice that are associated with it, according to the project phase where students are: strategy, typography, color, composition and grids, master artworks, documentation, etc. ...

Regularly, students will present briefly and concisely but justified their progress, with the addition of two main presentations in front of a jury that will take place at the end of the course, and in the middle of it.

Classes will be composed of the following activities:

- Lectures: in which the professor will introduce the students to the theory about techniques and design tools related to the phase of the project in which the students are. As a general rule, these Lectures will be taught in the first session of each day, and will be composed of theoretical content, history and anatomy of design, case studies, etc ...

- Workshops: for some tasks, such as the creation of the Idea, Values ??and Personality of the brand, practical workshops will be held with ideas and conceptualization exercises, used in actual Branding projects. In this way the students will not only solve their Tasks but they will also learn techniques used by brand consultants and design studios.

- Work sessions: in which students will work with their teams, or individually, to solve the proposed Task for the phase of the project in which they are. These work sessions may consist of analysis, research, conceptualization and / or practical visual design exercises. The professor will accompany, guide and solve the doubts the students have during these sessions.

- Presentations: on a regular basis (every two working days / six sessions), the students will have to present the advances of the day to the rest of their classmates; usually in the form of brief presentations and justifying their solutions. By this, the students, not only put into practice and improve their presentation skills in public (or client), but they will know tools and formats associated with such necessary activity.

- Debates: both planned and improvised, the professor will initiate classroom discussions about the activity carried out at the time, inviting students to put their opinions, ideas, and thoughts on the subject in public, and encouraging group discussion for an optimization of practical results.

Material requirements: This subject requires the use of a laptop with design software (Illustrator, Photoshop, Keynote…) in most of the classes for activities like researching, designing and preparing the presentations. Blank notebooks, post-its and pencils / pens will also bee needed for conceptualizing and sketching ideas.
<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>26.67 %</td>
<td>60 hours</td>
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<tr>
<td>Discussions</td>
<td>35.56 %</td>
<td>80 hours</td>
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<tr>
<td>Exercises</td>
<td>8.89 %</td>
<td>20 hours</td>
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<tr>
<td>Group work</td>
<td>20.0 %</td>
<td>45 hours</td>
</tr>
<tr>
<td>Other individual studying</td>
<td>8.89 %</td>
<td>20 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100.0 %</td>
<td>225 hours</td>
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PROGRAM

SESSIONS 1 - 3

DAY 1. SESSIONS 1, 2, 3. Introduction. Getting to know each other

Icebreaker: quick and dynamic exercise for students to introduce themselves to the professor. It is a way that students know what icebreakers exercises are (then used in workshops and group activities), as well as introducing the theme of the practice of the course and the basics of branding discipline.

Lecture: Passion vs. Profession: the professor will present himself through his professional career talking about the changes that a designer's life brings.

Discussion about Passion vs Profession.

Discussion about Branding.

SESSIONS 4 - 6

DAY 2. SESSIONS 4, 5, 6. Branding fundamentals

Lecture: Fundamentals of Branding: Theoretical presentation about what Branding really is and its fundamentals. The students will learn about the Brand Idea, Personality, Values and key concepts in the creation of brands such as Authenticity, Consistency, Coherence and Relevance.

Lecture: Fundamentals of Visual Identity: Theoretical presentation on Visual Identity and the elements that compose it: Basic Elements and Visual Language, as well as the relationship that exists between it and the strategic part of a design project

Briefing: The students will be explained the briefing of the project to be developed throughout the course. (Five) teams will be created (2 + 2 + 3 + 2 + 2 = 11 people).

SESSIONS 7 - 9

DAY 3. SESSIONS 7, 8, 9. Discover Phase. Research

Lecture: Fundamentals of Research: Theoretical presentation so that the students learn about the different types of existing research methods as well as the necessary tools to develop it in a Branding project

Every team will be assigned a continent (North America, South America, Asia, Europe, Africa, Oceania, Antarctica...). The fictitious country on which they will work throughout the course will belong to that continent.

Research: the students will have to carry out an investigation on the characteristics (physical, demographic, climatic, landscape, etc.) of that continent, to define the features of their country: size, population, history, etc...

SESSIONS 10 - 12

DAY 4. SESSIONS 10, 11, 12. Define Phase. Workshop

Presentation: the students will present to the rest of the class their fictional countries

Workshop: a standard Branding workshop will be held with the students to define the idea, values and personality of a brand (in this case applied to a territory). The teams will complete the exercises designed and proposed by the professor, who will at the same time act as facilitator of the workshop.

Presentation: the students will present to the rest of the class the results of their exercises that will make up the strategic definition of their country

18th June 2019
SESSIONS 13 - 15

DAY 5. SESSIONS 13, 14, 15. Design Phase. The Creative Idea and Basic Shapes
Lecture: The importance of the Idea: Theoretical presentation for the students to discover the importance of the main idea behind the visual identity, what the strategy will conceive with the visual development of the identity
Short exercise about the Idea and the Shapes; the students will have to quick design symbols and icons based on Professor’s ideas.
Lecture: theory about basic forms, their meaning and symbolism, and theories of composition among them to get more complex forms: Gestalt, proximity, positive space, negative, etc...
Work session on creating the symbol or emblem representative of the country using only basic forms as explained above.

SESSIONS 16 - 18

DAY 6. SESSIONS 16, 17, 18. Design Phase. The Symbol
Presentation: the students will present to the rest of the class the results of their work on the symbol and icon
After discussion and professor’s feedback: work session on refining and developing the designs of symbols and icon

SESSIONS 19 - 21

DAY 7. SESSIONS 19, 20, 21. Design Phase. Theory and psychology of color
Lecture: Theory and psychology of color. History of color, physical foundations, different color modes, perception of color according to culture, etc...
Working day: students will work on the creation of the flag of their country a combination of what they have learnt on shapes and colors. They will also create a color palette (primary and secondary colors for their brand)

SESSIONS 22 - 24

Presentation: the students will present to the rest of the class the results of their work on the flag and color palettes of their countries / brandsWorking day: students will work on the creation of patterns that work as secondary identifier for the brands and countries

SESSIONS 25 - 27

Presentation: the students will present to the rest of the class the results of their work on the patterns
Lecture: the students will learn the basics of typography: the different typographical families, the parts of the letter, weights, sizes, composition, hierarchies, etc.
Working session to define the typographic family or families for their brands

SESSIONS 28 - 30

DAY 10. SESSIONS 28, 29, 30. Design phase. The use of imagery
Presentation: the students will present to the rest of the class the results of their work on the typography

Lecture: theory about the importance of the correct use of photographs, illustrations, graphics, etc. to represent the values and personality of a brand

Work session on the definition of the image style to be applied to the communication material of the country brand

Presentation of the ideas and justification to the rest of the class.

SESSIONS 31 - 33

DAY11. SESSIONS 31, 32, 33. Midterm presentation. Basic elements
The students will present to the jury their progress until then, including the strategic part of the project and the visual: color, typography, patterns, symbol... The specifications of the presentation (format and length) will be explained to the students by the professor in the previous class.

The jury and the professor will offer the students feedback and evaluation of the results according to the established criteria.

SESSIONS 34 - 36

DAY12. SESSIONS 34, 35, 36. Design phase. The Visual Language
Theoretical presentation in which the students will know, through explanations and numerous examples of renowned studios and designers, the importance of Visual Language, and how to develop it from the Basic Elements of the Visual Identity.

Work session on the definition of the Visual Language of their brands, and how to apply to communication / advertising touchpoint.

SESSIONS 37 - 39

DAY 13. SESSIONS 37, 38, 39. Design phase. Grids, composition and rhythm
Lecture: theoretical content related to visual composition in space and the basics about grids and how to use them for visual design. with numerous case studies and examples of renowned designers.

Lecture: the students will be introduced to what stationery is, so they know one of the basic and main design touchpoints for brand projects.

Work session in which the students will design the basic corporate stationery of their brand: letterhead, envelopes, business cards and cardboards. They will also learn what the mockups are and how to present the designs in an optimal way to the client.

SESSIONS 40 - 42

DAY 14. SESSIONS 40, 41, 42. Design phase. Editorial touchpoints
Work session in which the students will design brochures, magazines, books or other editorial material putting into practice everything learned on grids and applying to this knowledge the work previously developed in the definition of the visual ingredients and language of the brand. The students will have the support and guidance of the professor on every doubt they have.

SESSIONS 43 - 45

DAY 15. SESSIONS 43, 44, 45. Design phase. Digital touchpoints
Work session in which the students will design basic digital touchpoint as app and website interfaces putting into practice everything learned on grids and applying to this knowledge the work previously developed in the definition of the visual ingredients and language of the brand. The students will have the support and guidance of the professor on every doubt they have.

**SESSIONS 46 - 48**

**DAY 16. SESSIONS 46, 47, 48. Design phase. Visual language development**

Working day in the design of other applications defined at the beginning of the course. The students will have the support and guidance of the professor on every doubt they have.

**SESSIONS 49 - 51**


Working day in the design of other applications defined at the beginning of the course. The students will have the support and guidance of the professor on every doubt they have.

**SESSIONS 52 - 54**

**DAY 18. SESSIONS 52, 53, 54. Develop Phase: Final files**

Lecture: the students will learn about the process of creating the final files, how to correctly optimize the files to be delivered, and the differences between preparing them for printing, client or developers. 

Work session in which the students will prepare their files to be sent to the different recipients of the material.

**SESSIONS 55 - 57**

**DAY 19. SESSIONS 55, 56, 57. Develop Phase: Guidelines**

Presentation: the students will present to the professor their work on the Master Artworks or Final Files, that will be evaluated in terms or correct or not correct.

Work session for the students to prepare the final presentations of their projects and also the deliverables for the exhibition (still to be confirmed). The students will have the support and guidance of the professor on every doubt they have.

**SESSIONS 58 - 60**

**DAY 20. SESSIONS 58, 59, 60. Final presentation**

The students will present to the jury their projects, including the strategic part of the project and the visual development… The specifications of the presentation (format and length) will be explained to the students by the professor in the previous classes. The jury and the professor will offer the students feedback and the professor will evaluate the results according to the established criteria.
BIBLIOGRAPHY
There are no compulsory books for this subject in this course; the teacher will be sharing recommended references with the students in every class. However, because of its importance both within the world and Branding as reference manual, as its relationship with the practice of the course, students are recommended to get the book “The Brand Handbook”, by Wally Olins.
EVALUATION CRITERIA

Consisting of the course in a complete practical project composed of different tasks, to be carried out in a group or individual, the evaluation of the students will be continuous, taking into account:

- the assimilation of the theoretical concepts taught by the professor and the implementation of them throughout the different tasks, considering the solutions proposed for the different assigned tasks, as well as the quality of the results according to the universal laws of design: harmony, proportion, correct use of typography, etc...

- attendance and attitude in class: attention to the theoretical classes taught by the professor, participation in the debates and discussions on the contents taught, respect for the facilities and material, and solidarity (in the shape of help) with the rest of the classmates

- the evolution of learning, the improvement of the student in their theoretical and practical knowledge throughout the course

The students will present their progress in the project every week or every two weeks, after which the teacher will provide them with quantitative and qualitative feedback, so that they know their evolution in the quality of the work delivered.

In addition, there will be four main events that will have a special impact on the evaluation, for which the teacher will, previously and after, inform the students of their performance:

- DAY 4. SESSIONS 10, 11, 12. Workshop: The attitude of the students will be evaluated according active participation in the workshop, as well as the quality and originality of the results obtained

- DAY11. SESSIONS 31, 32, 33. Midterm presentation: The quality of the results will be evaluated as well as the presentation of the results, both in their presentation format and in the verbal and gestural exposition of the project. The impressions of the jury will be taken into account when establishing the ratings.

- DAY 18. SESSIONS 52, 53, 54. Final files: The execution of the Final Files will be valued without having committed serious errors, according to the theoretical explanations given by the teacher in the previous class.

- DAY 20. SESSIONS 58, 59, 60. Final presentation: the quality of the results will be assessed, as well as the presentation thereof, both in its presentation format and in the verbal and gestural exposition of the project. The impressions of the jury will be taken into account when establishing the ratings.

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<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class attendance, participation and continuous evaluation</td>
<td>25 %</td>
<td></td>
</tr>
<tr>
<td>Workshop exercise</td>
<td>10 %</td>
<td></td>
</tr>
<tr>
<td>Midterm Presentation</td>
<td>25 %</td>
<td></td>
</tr>
<tr>
<td>Final Files Exercise</td>
<td>10 %</td>
<td></td>
</tr>
<tr>
<td>Final Presentation</td>
<td>30 %</td>
<td></td>
</tr>
</tbody>
</table>

PROFESSOR BIO
Ritxi Ostáriz is a visual designer with extensive experience in multiple creative sectors. With his own studio he has led and developed projects for more than ten years, predominantly editorial work for cultural ventures.

He is known for his work with musicians from all over the world, including a solid client base of people who come from over 20 countries. As a digital designer he has developed web and motion graphic projects for both television and commercials as well as animated short films. Many of these have been screened at specialized festivals around the globe.

Between 2011 and 2014 he was part of the Madrid team of Saffron Brand Consultants, the global brand consultancy founded in 2001 by Wally Olins who is internationally recognized for his work in strategy, marketing, and design.

In 2015 Ritxi joined Fjord as visual designer. With more than 500 employees in Europe, America and Asia, Fjord is known for its deep expertise in designing for mobile platforms, and for creating services that fit with new behaviors and expectations driven by technology. In recent years Ritxi has contributed as a teacher and tutor at various different design schools and he has also led numerous design technique and creativity workshops. In his determination to share + spread knowledge, he frequently participates as a speaker at many different events. His experience includes speaking engagements at events like OFFF, Selected C, MadinSpain or TEDx.

OTHER INFORMATION
The professor will be reachable via mail in every moment, the students will be able to ask for advice or feedback whenever they want, considering the professor will reply as soon as possible when he is available, at least, once per week.
CODE OF CONDUCT IN CLASS

1. **Be on time**: Students arriving more than **5 minutes** late will be marked as “Absent”. Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. **If applicable, bring your name card and strictly follow the seating chart.** It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture**: Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”. Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class. If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones**: IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5.** Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.